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6 77

1947 SEASON

# ***COKER COTTONS***

**FOR THE MISSISSIPPI VALLEY**

1946  
BREEDER  
FOUNDATION  
STOCK

**Coker 100 Staple**

**Coker 100 Wilt**

**Coker-Wilds**

**COKER'S  
PEDIGREED  
SEED  
BLOOD  
WILL TELL**

**COKER'S PEDIGREED SEED COMPANY**

*The South's Foremost Seed Breeders*

**HARTSVILLE, SOUTH CAROLINA**



# Breeding for Fiber Quality and Spinning Value

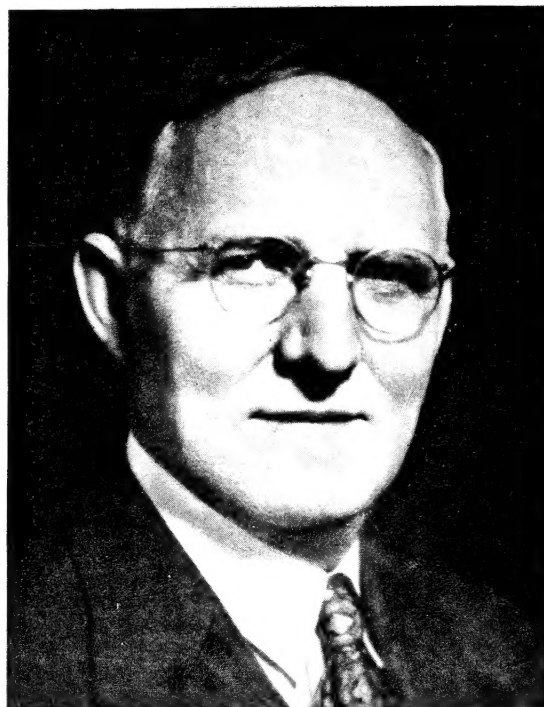
By George J. Wilds

Through an amendment to the Smith-Doxey Act, passed in 1941, the services of the United States Department of Agriculture, fiber and spinning laboratories were made available to breeders and others for a determination charge. This was the one service that we have needed all these years, the one evaluation service that we lacked.

Through the use of this testing service, we have been able to continuously advance our whole cotton breeding program in the line of fiber quality, and fortunately, we are finding within our lines of established productivity, quality and adaptability certain strains having very superior fiber characteristics. This extra quality is being quickly reflected into our sales stocks and thus into general production. Many of these cottons are already established in one-variety communities. These new cottons move right in and take the place of the previous strains, being of the same type and productivity plus superior manufacturing value.

Uniform variety and spinning tests conducted in the eastern, middle and western sections of the belt, indicate clearly that the variety is the main determining factor in quality; but these tests also show that the same variety, grown in different sections and in different years, may show an even wider range in spinning value than is noted between different varieties grown in the same test.

This makes it necessary, after a manufacturer has found a cotton that meets his strictest requirements in every respect, for it to be grown in quantity and over a wide area to insure a supply grown in those areas favored by

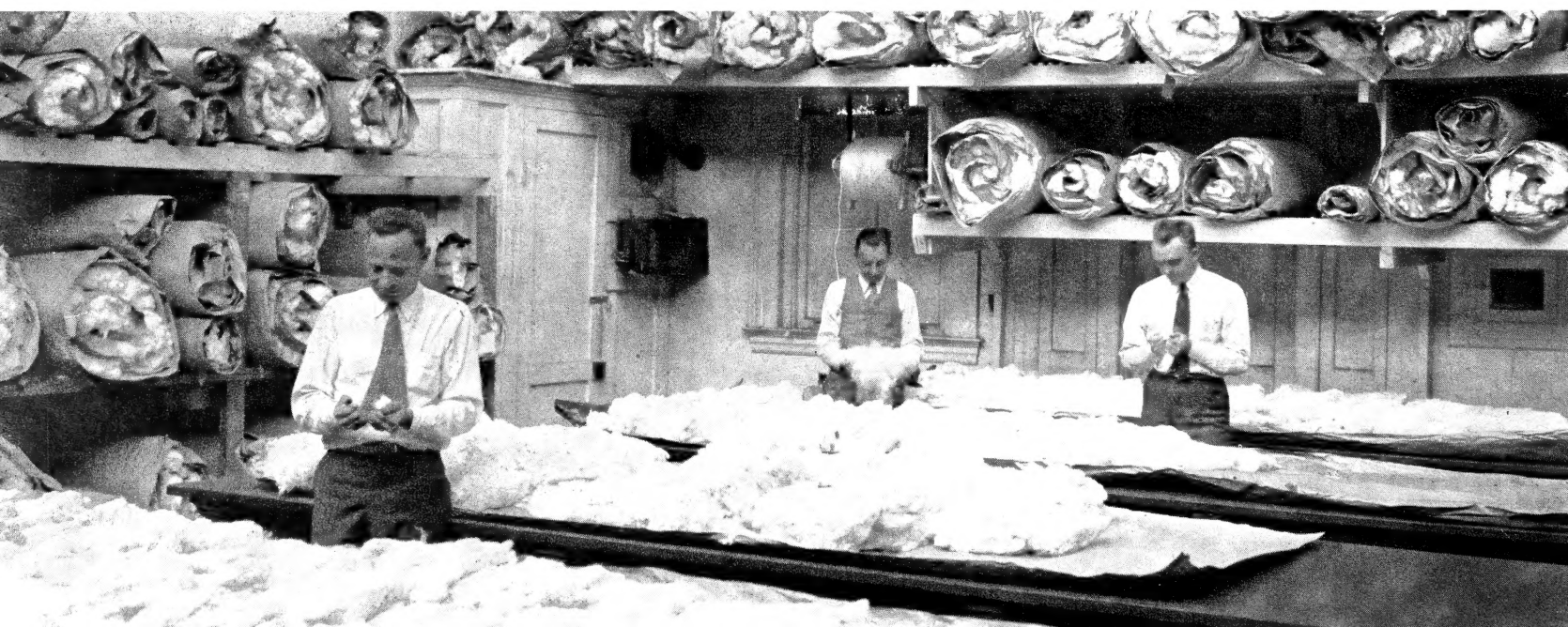


GEORGE J. WILDS  
President and General Manager

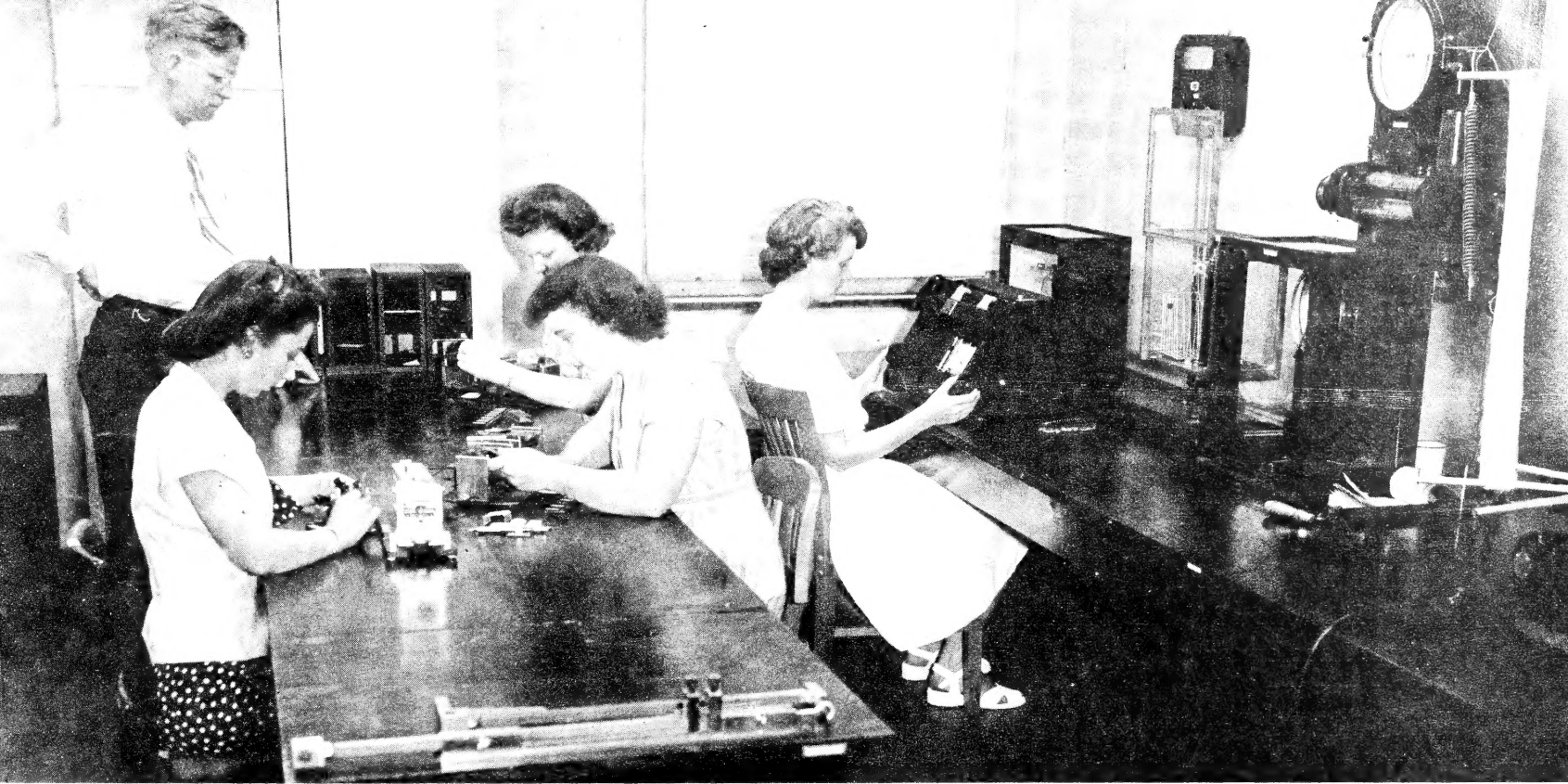
climatic conditions for the development of maximum in quality. Early fiber tests will assist the manufacturers in locating these areas.

The one-variety community is the best solution for all of us interested in cotton. There seed of a superior cotton is planted and systematically new breeder stocks are brought in each year. The conscientious, alert breeder, through utilization of the fiber services, can now assure these growers strains of increasingly good spinning value. The growers can find a market through the discriminating manufacturer, who, in turn, finds a supply of known quality cotton. This is a perfect illustration of what can be accomplished through cooperation of breeders, growers and manufacturers.

Modern, well lighted cotton classing room of the Coker Cotton Company where lint samples of our breeding selections are classed. Humidifier with automatic control keeps moisture content of room uniform.



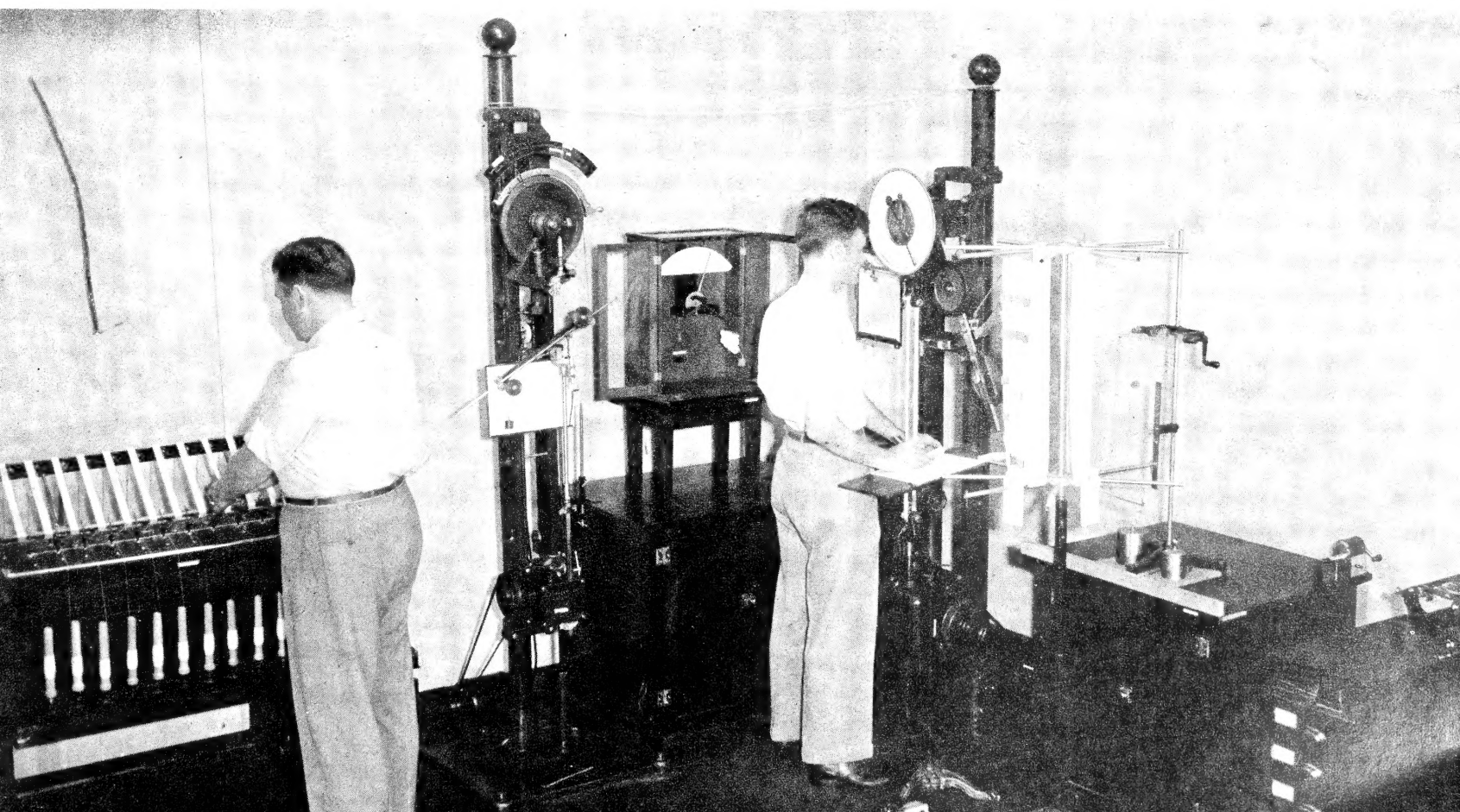




These photographs of the Clemson Fiber Laboratories were furnished through the courtesy of Mr. John M. Cook, Senior Fiber Technologist in Charge (shown in photo above, standing). We are reproducing them here to illustrate the tests to which our breeding material is subjected in our program of breeding cotton for improved fiber and spinning quality.

Photo above shows testing cotton for length with use of fibrograph, also testing for strength by Pressley Tester, and using Suter-Webb sorters in making arrays from which length and length uniformity will be determined. These sorted fibers are also used in determining the fineness and maturity.

Photo below, reeling yarn into skeins for testing purposes. Also testing skeins of yarn for strength and size or count.



# COKER 100 STAPLE (1946)

## 1946 BREEDER FOUNDATION STOCK\*

**"AN EXTRA LENGTH COKER 100 COTTON BRED FOR DELTA"**

Introduced to our Delta customers for the first time in 1945, this new line of Coker 100 breeding has earned a high standing among Delta planters who want a cotton with some extra staple length, and at the same time the growing, fruiting, and good picking qualities of the shorter Coker 100 cottons.

Coker 100 Staple ideally fills these requirements. It is one of the most productive cottons that we have ever bred. The bolls are large (65 to 68 per pound)—open wide, fluff beautifully, and handle nicely with mechanical picker. The gin turnout is high. The lint is hard, full bodied, usually averaging around  $1\frac{5}{32}$ " in length.

### LED 1945 DELTA TESTS IN MONEY VALUE

In 1945, Coker 100 Staple was entered for the first time in the main Uniform Cotton Variety Test conducted by the Delta Branch Experiment Station, Stoneville, Miss. This cotton, together

with eleven other leading Delta varieties, was planted in test at seven different Delta locations. In the average of these seven tests, Coker 100 Staple led all other varieties in money value per acre (\$220). The average staple length was 36.6 thirty-seconds, or almost  $1\frac{5}{32}$ ".

It ranked second in money value in the 1944 Pee Dee Experiment Station Test at Florence, S. C., with a yield of 780 pounds of lint, staple of  $1\frac{5}{32}$ ", and total seed and lint value of \$255.47; and third in their 1945 test with lint yield of 830 pounds, staple of  $1\frac{3}{16}$ ", and total value of \$297.35 per acre.

In a two year test (1944 and 1945) conducted by the Texas Agricultural Experiment Station at Ysleta, Texas, Coker 100 Staple produced 1,280 pounds of lint per acre, with an average staple of 36.2 thirty-seconds. The highest lint yield was 1,311 pounds per acre, made by Miller 610, with a staple of 31.5 thirty-seconds.

(Continued on page 6)

\*See Important Note on Page 10.

Photos below and on right show wide, fluffy opening of our Coker 100 Staple cotton which enables ease of picking with mechanical harvester or by hand. The plant is of open type with one to three vegetative branches and well spaced, fruiting branches. This cotton combines high yield with premium staple length.









# COKER 100 STAPLE—(Continued)

## BREEDER FOUNDATION STOCK MISSISSIPPI GROWN

To insure Mississippi Valley growers a supply of good planting seed of this cotton, a seed increase program was established in the Northern Mississippi Delta in 1946. All Breeder Foundation Stock Coker 100 Staple seed offered for sale this year will come from this increase.

An extensive breeding, fiber and yarn testing program, which we have underway with this cotton, insures constant improvement. Our 1946 Foundation Breeder Stock is our latest development. The first 47 bale lot of the 1946 crop grown at Banks, Miss., was classed as  $1\frac{3}{16}$ " in length. A two day's ginning record indicated a gin turnout of 36% and 37% respectively, coupled with this excellent record is a yarn strength index of 110 plus.

### DESCRIPTION

**Plant**—Erect, less determinate, open type, vigorous, one to three vegetative branches, and medium well spaced fruiting branches.

**Foliage**—Medium thin, dark green.

**Season**—Early.

**Bolls**—Round, ovate, slightly pointed, 65 to 70 to pound. Open wide, fluff beautifully. Very storm and weather resistant.

**Lint Length**— $1\frac{5}{32}$ " full to  $1\frac{3}{16}$ " full, under good conditions.

**Lint Percent**—36% to 38%.

**Lint Character**—Excellent, uniform, strong, high spinning value.

**Production**—High.

**Caution**—This is not a wilt resistant cotton.

**PRICES:** \$12.50 per 100-lb. bag; \$220 per ton, F. O. B. Memphis, Tenn. All seed treated with Ceresan.



Left — Showing Coker 100 Staple growing in our main cotton variety test. Six replications are used with three-row plots of each. The center row only of each plot is used for yield record.

# WESTERN UNION

(26)

NL=Night Letter  
LC=Deferred Cable  
MLT=Cable Night Letter  
Ship Radiogram

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

CFK24 44 NL=LAKEVILLAGE ARK AUG 30 1946  
COKERS PEDIGREED SEED CO=

CONSIDER COKER 100 STAPLE COTTON BEST ALL ROUND COTTON I HAVE GROWN. EARLIER THAN OTHER SHOWS YIELD EXCELLENT. AVERAGED ONE AND SEVEN THIRTY SECONDS IN STAPLE WITH VERY HIGH TURNOUT= EVEYLN W THUDUM.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

# WESTERN UNION

1201

SYMBOLS

DL=Day Letter  
NL=Night Letter  
LC=Deferred Cable  
MLT=Cable Night Letter  
Ship Radiogram

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

CFK62 109 DL=BELZONI MISS AUG 31 1946 1014A  
COKER PEDIGREED SEED CO=

HAVE BEEN PLANTING YOUR COTTON SINCE 1932 EXCLUSIVELY. BELIEVE LATER STRAINS ARE TOPS. LAST YEAR MY YIELD ON 325 ACRES WAS 548 BALES. OF THIS ACREAGE I HAD 14 ACRES PLANTED TO COKER 100 STAPLE STRAIN NO 1 FROM WHICH I HARVESTED 25 BLAES- 19 BALES OF THIS CLASSED MIDDLING 1-5/32 BALANCE 1-1/8=

WISTER HENRY.

THE COMPANY WILL APPRECIATE

Coker's Pedigreed Seed Co.  
Hartsville, S. C.

Gentlemen;

The 60 acres of 100 Staple will make 60 bales. It is the best cotton on our plantation.

*John Haufler*  
Indianola, Miss.

S. H. COKER  
ROUTE 4

YAZOO CITY, MISS.

Coker's Pedigreed Seed Co.  
Hartsville, S. C.

Dear Sirs:

I planted about 60 acres of your Coker 100 Staple Delta type cotton in 1945 and I have about 300 acres of it this year. The season was very very wet and late both years, with a heavy boll weevil infestation. I don't think that any cotton matured in the usual length of time. I had several varieties of cotton in 1945 and your Coker 100 Staple was the best of the lot. It produced slightly more than a bale to the acre of high type cotton. The staple was somewhat short, about an inch and eighth. I don't believe that I am in a position to judge the earliness of this cotton, due to the seasons that we have had. It is not a late cotton, but much earlier than [redacted] for [redacted]. I am sure that it would be classed as early or medium early. It is a good producer and the grades hold up well. It has splendid picking qualities. We have an extremely short cotton crop in Yazoo County this year; probably the shortest since 1916. Some crops are a total failure. I expect to pick better than three quarters of a bale to the acre in my Coker 100 Staple. I would sure like to see this cotton grow with something like a normal season.

Very truly yours,

*Sam H Coker*

# WESTERN UNION

(20)

A. N. WILLIAMS, PRESIDENT

NL=Cable Night Letter  
Ship Radiogram

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

CFK21 NL PD=LELAND MISS AUG 30  
COKERS PEDIGREED SEED CO=

1946 AUG 31 AM 8 23

WE ARE PLANTING THIS YEAR OVER 3000 ACRES COKER 100 STAPLE COTTON IT IS AS EARLY AS ANY OTHER VARIETY THAT WE ARE PLANTING. YIELD ABOUT THE SAME AS OTHER COKER VARIETIES. STAPLE IN 1945 AVERAGED FIVE THIRTY SECONDS. HAVE NOT GINNED ENOUGH IN 1946 TO MAKE REPORT ON. IT IS AN EASY PICKING COTTON AND WE ARE WELL PLEASED WITH SAME UP TO THIS DATE= MCGEE DEAN AND CO.

3000 100 1945 1946.

APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

## What

# Delta Growers Say About Coker 100 Staple—

# COKER 100 WILT (1946)

## 1946 BREEDER FOUNDATION STOCK†

An 1⅛" to 1⅝<sub>32</sub>" cotton\* — Adapted for wilt infested or non-wilt soils.

Fusarium Wilt, already a serious problem in much of the Cotton Belt, is becoming more and more of a problem in the Mississippi River Valley. Our 1946 Breeder Stock Coker 100 Wilt cotton is our answer to the demand for a full length, highly productive variety equally well adapted for planting on either wilt or non-wilt soils, and especially suited for a program of mechanized production and machine picking.

Our Coker 100 Wilt combines more desirable qualities than our regular Coker 100 (non-wilt) and our 4-in-1 (wilt resistant) cottons, and since we consider it a safer cotton to plant, we are offering it in place of them.

### 1½ MILLION ACRES COKER 100 WILT PLANTED IN 1945

Our Coker 100 Wilt in the five years that it has been on the market, has grown in popularity to a point where it is estimated that over 1½ million acres were planted to it in 1945. A wealth of breeding material assures our customers of constant improvements in this variety for the future.

In the 1945 Delta Experiment Station New Cotton Strains Test, Coker 100 Wilt Strain 5

averaged 2894 lbs. seed cotton and 929 lbs. lint per acre with a staple length of 36.3 thirty-seconds, and 66.5 bolls per lb. of seed cotton.

We consider our 1946 Coker 100 Wilt to be the most dependable and widely adapted cotton we have bred, performing uniformly well from the Carolina Coastal Plains to the Mississippi Delta, and the Rio Grande Valley on both wilt and non-wilt soils.

We quote as follows from the 1944 variety test report of the Mississippi Agricultural Experiment Station:

"It should be noted that Coker 100 Wilt has performed good to well in nearly all tests in recent years, and on soil with moderate wilt infestation is usually a top producer."

(Continued on page 10, col. 1)

**\*This description of our 1946 Coker 100 Wilt cotton has been written to cover the expected performance of this variety under good Mississippi Valley Delta conditions. A somewhat higher lint out-turn and a shorter staple length is to be expected in other areas, varying with soil and climatic conditions.**

†See Important Note on Page 10

This mid-season view taken in our main wilt variety test on badly (Fusarium) wilt infested soil shows vigorous, healthy growth of Coker 100 Wilt and badly wilted check row of non-wilt Coker 100.

Adjoining picture shows similar view of Coker 100 Wilt growing beside badly wilted check row taken at maturity.

Photo at right shows Dr. George J. Wilds, Sales Representative J. W. Talbert, and Farm Manager Richard S. Cathcart inspecting field of Coker 100 Wilt (1946) growing on our Hartsville plantation.







# COKER 100 WILT—Continued

## IS WELL SUITED FOR MACHINE PICKING

This variety — Coker 100 Wilt — has been at or near the top of state conducted cotton variety tests in North Carolina, South Carolina, Georgia, Alabama, Mississippi and South Texas during the past three years. It has proven to be well suited for machine harvesting and hand picking, and combines production, premium staple, wilt resistance, desirable spinning quality, earliness, and dependability.

### DESCRIPTION

**Plant**—Erect, semi-determinate in type. Vigorous with more erect, well spaced fruiting branches, and two to four vegetative branches.

**Foliage**—Medium thin with deeply lobed, medium sized leaves.

**Season**—Very early.

**Bolls**—Round ovate, slightly pointed, 65 to 70 to pound, open extremely wide and fluff beautifully, yet storm resistant.

**Lint Length**— $1\frac{1}{8}$ " to  $1\frac{5}{32}$ " under good conditions. (See note bottom page 8).

**Lint Per Cent**—35% to 37%.

**Character**—Excellent, uniform, strong.

**Production**—High.

**Wilt Resistance**—Resistance to Fusarium wilt high. No resistance to Verticillium wilt.

**Picking Quality**—Has proven to be especially well suited for mechanical harvesting as well as hand picking.

**Prices:** \$12.50 per 100 lb. bag, \$220 per ton, F. O. B. Memphis, Tenn. All seed treated with Ceresan.

### CAUTION

Due to the development of apparently new races of wilt, complicated by adverse seasonal conditions, improper fertilization and the presence in some instances of the deadly meadow nematode, no conscientious breeder can guarantee any wilt resistant cotton to survive on any wilt infested soils.

Wister Henry, leading cotton grower of Belzoni, Mississippi, shown in field of his Coker 100 Wilt cotton, 1945 crop. Mr. Henry says, "My land is subject to wilt, but none showed up in 1945 crop. The 311 acres of this variety (Coker 100 Wilt) produced 523 bales. This cotton is early, storm resistant, picking qualities excellent. Every one planting it is well pleased."

## REPORTS FROM CUSTOMERS ON COKER 100 WILT RESISTANT

Our opinion is that Coker 100 Wilt Resistant is best for earliness, production, staple and adaptability on Louisiana wilt infested soils.

September 2, 1946

—J. M. Jones Lumber Co.  
Natchez, Miss.

In no single instance did we receive an unfavorable reply on the result of the twenty bags 100 Wilt cotton seed that you authorized us to give away last season. On the other hand, this particular strain met with fine acceptance in every instance that we know of.

January 7, 1946

—Greenwood Grocery Co.  
J. D. Duncan, Mgr.  
Greenwood, Miss.

This Strain (Coker 100 Wilt Strain 5) did wonderfully well, even with the unusually wet season. The yield was better than anything in this section.

October 13, 1946

Henry A. Rougon  
Oscar, Louisiana

Under our wilt conditions as well as our non-wilt land we find that Coker 100 Wilt is the most satisfactory cotton we can plant. It has good quality and character, and is always at or very near the top in production tests.

August 7, 1946

T. B. Upchurch, Jr.  
Raeford, N. C.

I am having my Coker 100 Wilt Resistant seed state certified as I think it is the best wilt cotton seed you have put out, and I have been planting them on a farm of mine on which I have wilt, for several years.

September 21, 1946

L. W. Wade  
Greenwood, Miss.

**IMPORTANT NOTE:** We have decided on a change in our established method of identifying our various varieties of seed, which we believe our customers will approve of. Hereafter, we will eliminate the strain numbers on our varieties of seed, and instead will identify these varieties by date or year the seed were produced. As an example, our new Coker 100 Wilt will be labeled Coker 100 Wilt—1946 Breeder Foundation Stock, and our new Coker 100 Staple as Coker 100 Staple—1946 Breeder Foundation Stock. This does not involve any change in our breeding program, but is being done in order to avoid confusion between different strain numbers of the same variety and so that our customers will know the year that these strains and varieties were produced for sale by us.





# A REPORT ON MACHINE PICKING

As you know, we have been operating an International cotton harvester in this area during this fall. All of the cotton that we have picked to date has been Coker 100 Wilt. I thought you would be interested in knowing that we have found this variety of cotton to be very satisfactory for mechanical harvesting, and that we have been well satisfied with the results obtained.

—G. T. Ashford  
Liberty Manufacturing Co.  
Red Springs, N. C.

November 14, 1945

Unquestionably your Coker 100 Wilt resistant is the best cotton that we have planted on our farms. In 1945 we harvested a little over 130 bales of this cotton with an I.H.C. cotton picker. You are to be congratulated on the good job done in developing this cotton for wilt-infested soils.

—Wm. Howard Smith, Pres.  
McQueen Smith Farms  
Prattville, Ala.

August 1, 1946

The Coker 100 Wilt Strain 5 proved awful satisfactory with us in 1945, made more cotton per acre in our 4-variety test and harvested good with the mechanical picker. I am to save enough of these seed to plant 5,000 acres in this community on one variety for next season, and I believe the growers will all be satisfied with the Coker 100 Wilt cotton.

—W. M. Clemones  
Rt. 3, Rome, Ga.

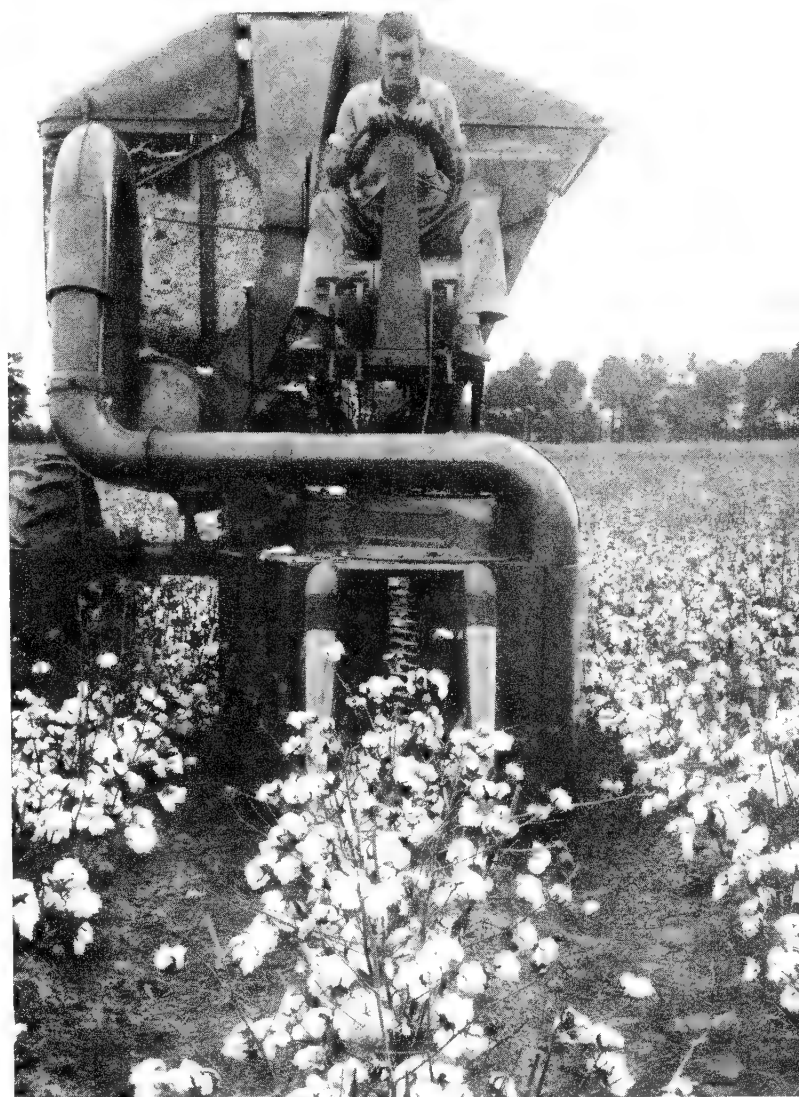
October 1, 1946

Coker 100 Wilt Strains giving good performance, fruiting well, with no evidence of wilt. Much late planted Coker 100 Wilt satisfactorily making under dry weather conditions.

August 31, 1946

King & Anderson, Inc.  
Clarksdale, Miss.

(King & Anderson have been growing Coker 100 Wilt for the past two seasons on an extensive acreage and picking it largely with their three mechanical cotton pickers with most satisfactory results.)



Picking Coker 100 Wilt cotton with our International, Model M-11-H, high drum cotton picker. This variety is especially suited for either mechanical or hand picking because of its rapid, uniform fruitage with bolls which open wide and fluff nicely.

Center row in picture below has just been picked with mechanical picker. High percentage of cotton has been gathered without damage to un-opened bolls.





# COKER-WILDS (1946)

## 1946 BREEDER FOUNDATION STOCK\*

**An early maturing variety with staple length of  $1\frac{1}{4}$ " to  $1\frac{3}{8}$ ", of high tensile strength and spinning value.**

### OUTSTANDING UPLAND LONG STAPLE VARIETY

Wilds cotton is recognized from Texas to the Carolinas, both by growers and manufacturers, as the outstanding upland long staple variety and as having little competition in its length class. The high tensile strength and excellent spinning qualities of this cotton occasion the highest rating by manufacturers of the finer yarns. The dependability, earliness, vigor, drought resistance, high production, gin turnout and excellent qualities give it the highest rating by growers of staple cotton.

Wilds cotton has the highest tensile strength of any commercial upland cotton and produces yarns even stronger than this strength would indicate.

The original cross of our Lightning Express and our Delta-type Webber cottons from which this variety was bred was made during the summer of 1920 by Dr. George J. Wilds and the late Dr. Herbert J. Webber, who was then a member of our staff. Our 1946 strain of Coker-Wilds is therefore backed up by a breeding program extending back 26 years, in which each year hundreds of superior plants are tested. Only those plant families of proven superiority in production, type, spinning quality and other desirable characters are increased.

### COMBINES YIELD, STAPLE, SPINNING VALUE

Our 1946 Wilds cotton is a beautiful flat topped, determinate, more spreading cotton, with exceptionally high tensile strength and spinning value. Its bolls open wide and

fluff nicely making it easy to pick, and maintain a better grade under adverse conditions.

### DESCRIPTION

**Plant**—Semi-dwarf, open, determinate, flat topped, 1 to 3 vegetative branches and well spaced fruiting branches.

**Foliage**—Thin, medium small leaf.

**Season**—Very early.

**Bolls**—Round ovate, slightly pointed, 60 to 65 to pound. Open wide, fluff beautifully, storm resistant, looks and picks like short cotton.

**Picking Quality**—Excellent.

**Lint Length**— $1\frac{1}{4}$ " to  $1\frac{3}{8}$ " under good conditions.

**Lint Percent**—33% to 35%.

**Lint Character**—Best, strong, silky.

**Production**—Very high for cotton of its length.

**Caution**—This is not a Wilt Resistant cotton.

**PRICES:** \$12.50 per 100-lb. bag; \$220 per ton, F. O. B. Memphis, Tenn. All seed treated with Ceresan.

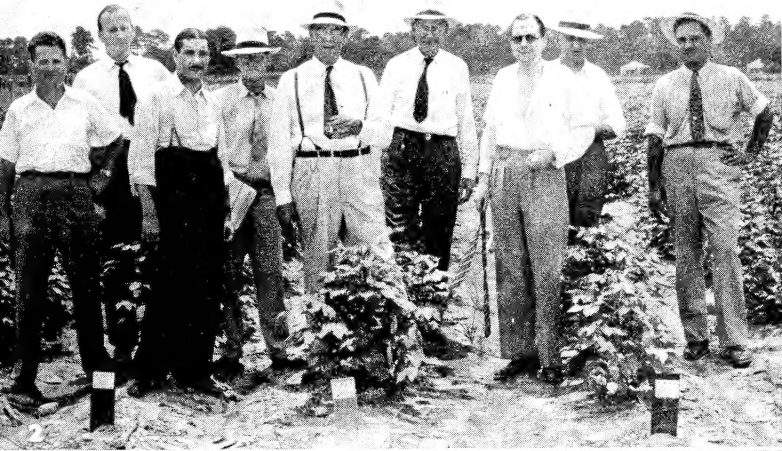
**IMPORTANT NOTE:** Growing long staple cotton is a specialty. We do not recommend its planting by any new growers who are not familiar with additional care in the picking, drying, ginning and marketing necessary to secure a superior product. Middling or better smoothly ginned lint must be produced for its growing to be profitable.

\*See Notice Bottom of Page 10

Our breeder stock Wilds for 1947 planting looks and fruits much like short cotton. The bolls open wide with desirable fluffiness which maintains a better grade under adverse weather conditions and makes it easier to pick.



# 1946 SEASON VISITORS



No. 1 Group of leading colored farmers from Orangeburg County, S. C. with veteran County Agent George W. Daniels inspect increase field of pedigreed cotton.

No. 2 This photograph taken in the Pee Dee Experiment Station, Florence, S. C. shows group of Government men and Egyptian cotton specialists who visited us last summer.

No. 3 Mr. J. O. Chandler, County Agent, and group from Jasper County, Ga. inspect cotton plots.

No. 4 Visiting government specialists, cotton breeders, spinners and mer-

chants attending the Breeder-Spinner Conference at Hartsville made a tour of our seed breeding farms.

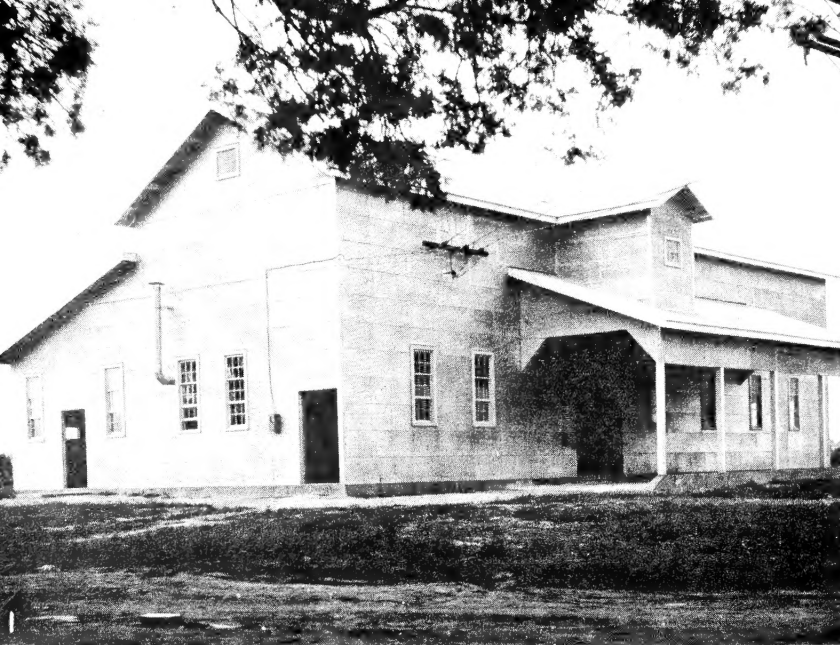
No. 5 This large group of farmers is from Colleton County, S. C., and was under the leadership of County Agent J. J. Mitchell.

No. 6 Group of fertilizer experts headed by Mr. B. D. Clonanger of Clemson College, discuss cotton breeding with our Dr. C. H. Rogers.

No. 7 Haywood County, N. C. farmers and farm women enjoying some of the famous Darlington County watermelons while on a see-and-learn tour here.

No. 8 This group which is from Batesburg, S. C. visited us on a trip arranged by Mr. S. A. Murphy, Agricultural Teacher.





## GENERAL VIEWS OF OUR PLANT

No. 1. This new modern gin outfit was completed in time for the 1946 ginning season to take care of our Chester County (S. C.) seed growing operations.

No. 2. Interior view of our modern greenhouse building where winter plantings of cotton, tobacco and corn are made.

No. 3. Coker's Pedigreed Seed stored in one of our roomy, well-ventilated steel warehouses.

No. 4. Recently completed is our up-to-date, six-stand gin plant equipped with newest cleaning equipment.

No. 5. View of several of our buildings for processing and storage of pedigreed seed.



## **BUSINESS TERMS**

**OUR RESPONSIBILITY:** Our seed are all carefully tested for germination and purity before shipment. Attached to every bag of seed we ship is a card on which is printed the percentage of germination and mechanical purity of that particular lot of seed. Under no circumstances, however, can we be responsible for the germination of the seed after they have been planted for there are many reasons for imperfect germination of planted seeds other than their vitality. In no case, do we give any warranty expressed or implied as to the productivity or performance of our seed.

**OUR CLAIMS:** The claims we make for our seed are based on their actual performance in our breeding plots, variety tests and increase fields. They are ALL bred, grown, prepared, tested and stored under our personal supervision and control.

**ONE PRICE POLICY:** Our Company has, since its beginning, strictly adhered to the policy of selling its products on one schedule of prices to all. These prices are based on the quantity of the purchase and are published in our catalogs, price lists and pamphlets.

**YOUR PROTECTION:** Our seed are all sent out in bags labeled "COKER'S PEDIGREED SEED" and bearing our Registered Red Heart Trade Mark. Each bag also bears our O. K. tag and is officially sealed before leaving our warehouse. No seed is genuine "COKER'S PEDIGREED SEED" unless it bears our official O. K. TAG under seal and our Registered "TRADE MARK." Protect yourself by insisting upon having only seed bearing our official O. K. tag and Registered Trade Mark.

**EFFECT OF GROWING CONDITIONS:** Our descriptions are based on the actual records that our varieties have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or POOR CONDITIONS will result in a reduced yield and poorer quality—no matter what variety is planted.

# **COKER'S PEDIGREED SEED COMPANY**

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